

Exploring Knowledge and Attitudes towards Community-Based Tourism and Homestays in Nepal

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Abstract

Background: Community-based tourism (CBT) is vital for sustainable rural development in Nepal, yet public awareness and attitudes toward it are not well understood.

Objectives: This study assessed Nepalese residents' awareness of CBT, their attitudes toward its cultural, environmental, and economic impacts, and their future engagement intentions.

Methods: A cross-sectional survey was conducted with 213 participants from key stakeholder groups, including homestay operators, local residents, officials, and tourists, using convenience sampling.

Findings: Most respondents (65.2%) could name a homestay destination and recognized CBT's benefits: cultural preservation (73.2% agreement), environmental sustainability (70.4%), and local economic improvement (75.6% agreement on revenue retention). Most (76.0%) preferred homestays for future travel.

Conclusion: There is strong awareness and positive perception of CBT's benefits in Nepal, indicating its potential for sustainable tourism.

Implication: Findings support enhancing CBT through government training, academic integration, and policy prioritization to boost rural development.

Keywords: Community-based tourism, homestay, sustainable tourism, Nepal, resident perceptions

Introduction

Community-based tourism (CBT), particularly in the form of homestay programs, has emerged as a vital strategy for promoting sustainable rural development in Nepal through cultural preservation, environmental stewardship, and economic empowerment (Regmi et al., 2023). Homestay tourism in Nepal traces its origins to pioneering initiatives in Ghandruk under the Annapurna Conservation Area Project (ACAP) and early community models such as Sirubari and Ghale Gaun in the late 1990s (Himalayan Circuit, 2024).

Scholars emphasize that CBT empowers communities by placing local residents at the center of tourism planning and operations, fostering authentic cultural exchange while mitigating cultural commodification and environmental degradation (Dahal et al., 2020; Acharya & Halpenny, 2013). For instance, the Amaltari homestay program in Nawalpur District demonstrated environmental benefits such as improved waste management and reduced natural resource dependency, alongside economic upliftment (Dahal et al., 2020).

Despite growing evidence on CBT's socioeconomic and ecological impacts, there remains a critical gap in understanding public awareness and attitudinal dimensions toward homestay tourism especially among local stakeholders and potential future hosts. A recent study around the Annapurna Conservation Area revealed uneven benefit-sharing and economic leakages in community-based ecotourism (Bhatta, 2023). Meanwhile, research in Bandipur and Ghale Gaun underscored the importance of community participation and perception in achieving sustainable homestay tourism outcomes (Ghimire, 2023).

This research therefore assess how Nepalese residents perceive and understand CBT and homestays. Key objectives include:

- **Measuring awareness** of CBT and knowledge of established homestay destinations,
- **Assessing attitudes** toward the cultural, environmental, and economic attributes of homestays,
- **Exploring future engagement**, such as preferences for homestays over hotels and expectations from institutional stakeholders.

By focusing on both cognitive (knowledge) and affective (attitudinal) dimensions, this study aims to inform policy and programming for community-driven tourism education, capacity building, and sustainable tourism planning in Nepal's diverse rural regions.

Research Methodology

This study employed a descriptive research design and was cross-sectional in nature, aiming to capture the current level of knowledge and attitudes toward Community-Based Tourism (CBT) and homestays in Nepal at a single point in time. The descriptive approach was considered appropriate as it allowed for systematic collection and presentation of data from a diverse range of stakeholders involved in or affected by CBT activities. The study population consisted of individuals directly and indirectly connected to community-based tourism operations, categorized into five major groups: local homestay operators, community leaders, tourism officials and stakeholders, local residents, and tourists (both domestic and international).

A total of 150 participants were included in the study, ensuring balanced representation from the CBT ecosystem. Of these, 60 were homestay operators drawn from four key CBT destinations: Ghandruk, Sirubari, Ghalegaun, and Bandipur. Forty participants were local residents, including youth, elderly, and women not directly engaged in tourism activities. Twenty respondents were tourism officials and community stakeholders such as local tourism board members, Village Development Committee representatives, and NGO workers, while the remaining participants were domestic and international tourists with homestay experience. A convenience sampling technique was adopted due to the geographic spread of the sites and the practical limitations of accessing participants in remote areas. This non-probability sampling approach enabled the inclusion of readily available respondents while maintaining diversity across stakeholder groups.

Eligibility criteria required participants to be at least 18 years of age. Homestay operators were required to have a minimum of one year of experience managing homestay operations, and community members needed to have resided in the study area for at least three years. Tourists were included only if they had experienced at least one stay in a homestay. Individuals not residing in or connected to CBT sites, tourists without any homestay experience, and stakeholders unwilling or unable to commit to the time required for surveys or interviews were excluded from the study.

Ethical considerations were strictly maintained throughout the research process. Informed consent was obtained from all participants after explaining the objectives of the study, and respondents were assured of the confidentiality and anonymity of their information. Participation was entirely voluntary, and the study adhered to ethical standards for social science research to ensure the integrity and protection of respondents' rights.

Results

Table 1: Age

Age category	Frequency	Percentage	Valid percentage	Cumulative Percentage
Below 25	127	59.62%	59.62%	59.62%
25-34	68	31.92%	31.92%	91.55%
35-55	18	8.45%	8.45%	100%
Total	213	100%	100%	100%

From the table 1, it can be concluded that; most of the respondents are found in the age category below 25 years which constitute 59.62% of the total. This shows that probably the survey targeted or attracted an age group younger than 25. The cumulative percentages almost show that around 91% of respondents are under the age of 34, while rest of 8.45% are from 35-55 year. This age distribution is important as it provides a basis for gaining insight into the kind of perspectives and experiences that were shared in the survey.

Table 2: Gender

Gender	Frequency	Percentage	Valid percentage	Cumulative Percentage
Male	158	74.2%	74.2%	74.2%
Female	55	25.8%	25.8%	100%
Total	213	100%	100%	100%

The gender ratio is collected among the 213 respondents who were surveyed: 158 respondents (74.2%) male 55% respondents (25.8% percent) female the balance is relatively even, slightly tipping toward male respondents. The cumulative percentage shows that males make up 74.2% of the total, which, when added to female respondents, totals 100 percent. This distribution gives a good balance between the genders in their experience in the survey.

Table 3: Civil Status

Gender	Frequency	Percentage	Valid percentage	Cumulative Percentage
Married	67	31.46%	31.46%	31.46%
Unmarried	146	68.54%	68.54%	100%
Total	213	100%	100%	100%

The majority of respondents are unmarried, making up more than two-thirds of the participants. This could imply a younger demographic, possibly students or early-career individuals, which may influence perspectives on community-based tourism.

Table 4: Religious

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Hindu	104	48.8%	48.8%	48.8%
Buddhist	49	23%	23%	71.8%
Christian	47	22.1%	22.1%	93.1%
Muslim	13	6.1%	6.1%	100%
Total	213	100%	100%	100%

The religious affiliation of the respondents displays a diverse representation, with Hindus forming the largest group (48.8%), followed by Buddhists (23%), Muslims (22.1%), and Christians (6.1%).

This balanced religious distribution reflects a multi-faith demographic, which is crucial when studying perceptions of community-based tourism. Such diversity highlights the importance of culturally sensitive and inclusive CBT initiatives that respect religious values and traditions.

Awareness of Concepts

Table 5: Knowledge about community based tourism

Responses	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	19	8.9%	8.9%	8.9%
Disagree	17	8%	8%	16.9%
Neutral	63	29.6%	29.6%	46.5%
Agree	103	48.4%	48.4%	94.9%
Strongly Agree	11	5.2%	5.2%	100%
Total	213	100%	100%	100%

The respondents demonstrated a relatively high level of awareness regarding community-based tourism (CBT), with 48.4% agreeing and 5.2% strongly agreeing, totaling 53.6% who affirmed their understanding of CBT. Additionally, 29.6% remained neutral, while 8.0% disagreed and 8.9% strongly disagreed, totaling 16.9% who did not affirm knowledge of CBT.

This distribution suggests that a majority (53.6%) of participants are familiar with the concept of CBT, indicating a promising baseline of knowledge. However, the significant neutral response (29.6%) and minor disagreement (16.9%) highlight the need for continued awareness and educational initiatives, especially targeting those who may be uncertain or unaware of tourism-related concepts.

Table 6: I can name at least one established homestay destination in Nepal.

Responses	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	12	5.6%	5.6%	5.6%
Disagree	19	8.9%	8.9%	14.5%
Neutral	43	20.2%	20.2%	34.7%
Agree	117	54.9%	54.9%	89.6%
Strongly Agree	22	10.3%	10.3%	100%
Total	213	100%	100%	100%

A substantial 65.2% of respondents (Agree: 54.9% + Strongly Agree: 10.3%) indicated that they can name at least one established homestay destination in Nepal. This reflects a high level of awareness regarding local tourism infrastructure, particularly homestay models that are central to community-based tourism (CBT).

Meanwhile, 20.2% of respondents remained neutral, possibly suggesting that they have heard of homestays but are unsure of specific names or locations. On the other hand, 14.5% (Disagree: 8.9% + Strongly Disagree: 5.6%) reported a lack of familiarity with homestay destinations, indicating that there remains a segment of the population that could benefit from greater exposure or outreach related to CBT initiatives.

Table 7: I recognize how CBT differs from conventional tourism

Responses	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	14	6.6%	6.6%	6.6%
Disagree	17	8%	8%	14.6%
Neutral	40	18.8%	18.8%	33.4%
Agree	118	55.4%	55.4%	88.8%
Strongly Agree	24	11.3%	11.3%	100%
Total	213	100%	100%	100%

Out of 213 respondents, a significant majority of 66.7% (Agree: 55.4% + Strongly Agree: 11.3%) reported that they recognize how community-based tourism (CBT) differs from conventional tourism. This suggests a strong understanding of the distinctive features of CBT, such as community empowerment, local participation, cultural preservation, and sustainable practices. Meanwhile, 18.8% of respondents remained neutral, possibly indicating partial awareness or uncertainty about the differences. On the other hand, 14.6% (Disagree: 8.0% + Strongly Disagree: 6.6%) expressed a lack of understanding, highlighting a need for further outreach or education on the principles that distinguish CBT from mass tourism models. This distribution underscores a generally high level of awareness, but also reveals opportunities to enhance knowledge, particularly among the neutral and disagreeing segments.

Table 8: Academic program covered CBT concepts

Responses	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	12	5.7%	5.7%	5.7%
Disagree	12	5.7%	5.7%	11.4%
Neutral	37	17.5%	17.5%	28.9%
Agree	128	60.4%	60.4%	89.3%
Strongly Agree	23	10.8%	10.8%	100%
Total	213	100%	100%	100%

A significant 71.2% of respondents (Agree: 60.4% + strongly Agree: 10.8%) indicated that their academic curriculum includes concepts related to Community-Based Tourism (CBT) and homestays. This suggests a strong integration of CBT education in academic programs, which is essential for developing informed future tourism professionals and community leaders. However, 28.8% (Neutral: 17.5% + Disagree: 5.7% + strongly Disagree: 5.7%) indicated either uncertainty or lack of exposure to these concepts, implying that not all educational institutions or programs are consistently incorporating CBT-related content. This distribution highlights both a positive trend in CBT curriculum adoption and the need to standardize and expand such content across educational settings.

Table 9: Media influenced understanding of Nepali homestays

Responses	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.58%
Disagree	11	5.2%	5.2%	9%
Neutral	36	16.9%	16.9%	25.9%
Agree	99	46.5%	46.5%	72.4%
Strongly Agree	59	27.7%	27.7%	100%
Total	213	100%	100%	100%

Out of the 213 respondents surveyed, 46.5% agreed and 27.7% strongly agreed that media has influenced their understanding of Nepali homestays, totaling 74.2% who acknowledged a positive influence. Meanwhile, 16.9% remained neutral, and a combined 9.0% (5.2% disagreed and 3.8% strongly disagreed) indicated little to no influence. These findings show that media plays a significant role in shaping perceptions about Nepali homestays, and the high cumulative agreement underscores its potential as an effective tool for promoting community-based tourism experiences in Nepal.

Cultural Preservation

Table 10: Homestays help to preserve indigenous knowledge and traditions

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	15	7%	7%	10.8%
Neutral	34	16%	16%	26.8%
Agree	127	59.6%	59.6%	86.4%
Strongly Agree	29	13.6%	13.6%	100%
Total	213	100%	100%	100%

Out of the 213 respondents surveyed, 59.6% agreed and 13.6% strongly agreed that homestays help preserve indigenous knowledge and traditions, totaling 73.2% who recognized the role of homestays in cultural preservation. Meanwhile, 16% remained neutral, and a combined 10.8% (7.0% disagreed and 3.8% strongly disagreed) did not view homestays as significantly contributing to cultural preservation. These responses indicate a strong majority consensus on the importance of homestays in sustaining local heritage, reflecting that homestays are widely perceived not only as accommodation options but also as essential platforms for protecting and transmitting cultural identity.

Table 11: Learning about local cultures through homestay experiences

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	10	4.7%	4.7%	4.7%
Disagree	10	4.7%	4.7%	9.4%
Neutral	38	17.8%	17.8%	27.2%
Agree	126	59.2%	59.2%	86.4%
Strongly Agree	29	13.6%	13.6%	100%
Total	213	100%	100%	100%

Among the 213 respondents surveyed, 59.2% agreed and 13.6% strongly agreed that they have learned about local cultures through homestay experiences, totaling 72.8% who recognized a positive cultural learning outcome from such stays. Meanwhile, 17.8% remained neutral, and a small portion 9.4% (4.7% disagreed and 4.7% strongly disagreed) did not share this view. The overall distribution highlights that homestays serve as a valuable platform for cultural learning and interaction, with the high level of agreement reinforcing the role of homestays in enhancing cultural awareness and appreciation among visitors.

Table 12: CBT provides authentic cultural exchange opportunities

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	11	5.2%	5.2%	9%
Neutral	37	17.5%	17.5%	26.5%
Agree	123	58%	58%	84.5%
Strongly Agree	33	15.6%	15.6%	100%
Total	213	100%	100%	100%

From the 213 respondents surveyed, 58.0% agreed and 15.6% strongly agreed that community-based tourism (CBT) provides authentic cultural exchange opportunities, resulting in a combined 73.6% who recognized the cultural value and interactive nature of CBT. Meanwhile, 17.5% remained neutral, and only 9.0% (5.2% disagreed and 3.8% strongly disagreed) expressed skepticism. The overwhelming majority reflects a positive perception of CBT's role in promoting meaningful engagement between hosts and guests, underscoring its significance as a channel for genuine cultural interaction and mutual understanding between visitors and local communities.

Table 13: Traditional practices are well-integrated

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	7	3.3%	3.3%	3.3%
Disagree	14	6.6%	6.6%	9.9%
Neutral	30	14.1%	14.1%	24%
Agree	130	61%	61%	85%
Strongly Agree	32	15%	15%	100%
Total	213	100%	100%	100%

A significant majority of respondents believe that traditional practices are successfully incorporated into homestay experiences; out of 213 responses, 61.0% agreed and 15.0% strongly agreed, totaling 76.0% who acknowledged the cultural authenticity offered by homestays. Meanwhile, 14.1% remained neutral, and only a small fraction 9.9% (6.6% disagreed and 3.3% strongly disagreed) did not support this view. These results reflect strong support for the idea that homestays help preserve and promote local traditions, reinforcing their value as cultural preservation tools within community-based tourism.

Table 14: Homestays help to prevent cultural erosion in rural communities

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	13	6.1%	6.1%	9.9%
Neutral	35	16.4%	16.4%	26.3%
Agree	129	60.6%	60.6%	86.9%
Strongly Agree	28	13.1%	13.1%	100%
Total	213	100%	100%	100%

Among the 213 respondents, 60.6% agreed and 13.1% strongly agreed that homestays help prevent cultural erosion in rural communities, totaling a strong majority of 73.7%. Meanwhile, 16.4% of participants remained neutral, and only a small portion 9.9% (6.1% disagreed and 3.8% strongly disagreed) were uncertain of this claim. This distribution demonstrates a generally positive perception of homestays as effective tools for cultural conservation, suggesting that most respondents recognize the protective role homestays play in maintaining traditional values, customs, and identities within rural settings.

Environmental Benefits

Table 15: CBT promotes more sustainable tourism than hotels

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	15	7%	7%	10.8%
Neutral	40	18.8%	18.8%	29.6%
Agree	94	44.1%	44.1%	73.7%
Strongly Agree	56	26.3%	26.3%	100%
Total	213	100%	100%	100%

Out of 213 respondents, 44.1% agreed and 26.3% strongly agreed that Community-Based Tourism (CBT) promotes more sustainable tourism than hotels, totaling 70.4% positive responses. Additionally, 18.8% remained neutral, while a small portion 10.8% (7.0% disagreed and 3.8% strongly disagreed) expressed disagreement. This strong majority reflects a significant belief in the environmental advantages of CBT over traditional hotel-based tourism and highlights growing awareness and appreciation of sustainability practices embedded within CBT models, suggesting they are viewed as more environmentally friendly alternatives.

Table 16: Homestays typically have lower environmental impact

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	13	6.1%	6.1%	9.9%
Neutral	38	17.8%	17.8%	27.7%
Agree	124	58.2%	58.2%	85.9%
Strongly Agree	30	14.1%	14.1%	100%
Total	213	100%	100%	100%

The majority of respondents perceive homestays as being more environmentally sustainable; among the 213 responses, 58.2% agreed and 14.1% strongly agreed that homestays generally have a lower environmental impact compared to other forms of accommodation. A smaller portion, 17.8%, remained neutral, while disagreement was minimal with 6.1% disagreeing and 3.8% strongly disagreeing. These results suggest strong support for the idea that homestays are an eco-friendlier tourism option, likely due to their smaller scale and integration with local resources.

Table 17: Waste management is better in community-run tourism

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	7	3.3%	3.3%	3.3%
Disagree	9	4.2%	4.2%	7.5%
Neutral	41	19.2%	19.2%	26.7%
Agree	122	57.3%	57.3%	84%

Strongly Agree	34	16%	16%	100%
Total	213	100%	100%	100%

Among the 213 respondents, 57.3% agreed and 16.0% strongly agreed that waste management is better in community-run tourism, totaling 73.3% positive responses. Meanwhile, 19.2% remained neutral, and only 7.5% (4.2% disagreed and 3.3% strongly disagreed) expressed disagreement. This overwhelming majority indicates a strong perception that community-based tourism practices more effective and responsible waste management compared to conventional tourism systems, highlighting the potential of community tourism to lead in environmental responsibility and sustainable practices.

Table 18: CBT encourages conservation of local ecosystems

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	10	4.7%	4.7%	8.5%
Neutral	35	16.5%	16.5%	25%
Agree	93	43.9%	43.9%	68.9%
Strongly Agree	66	31.1%	31.1%	100%
Total	213	100%	100%	100%

A majority of respondents believe that Community-Based Tourism (CBT) positively influences the conservation of local ecosystems. Among the 213 responses, 43.9% agreed and 31.1% strongly agreed with the statement, totaling a combined agreement of 75%. Meanwhile, 16.5% remained neutral, and only a small fraction 8.5% (4.7% disagreed and 3.8% strongly disagreed) expressed disagreement. This strong consensus reflects the perception that CBT initiatives are more environmentally conscious and supportive of biodiversity compared to other tourism models.

Table 19: Homestays use more local/organic food than commercial hotels

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	11	5.2%	5.2%	5.2%
Disagree	10	4.7%	4.7%	9.9%
Neutral	42	19.7%	19.7%	29.6%
Agree	81	38%	38%	67.6%
Strongly Agree	69	32.4%	32.4%	100%
Total	213	100%	100%	100%

Survey participants generally agreed that homestays make greater use of local and organic food compared to commercial hotels, with 38.0% strongly agreeing and 32.4% agreeing, totaling 70.4% positive responses. Neutral responses accounted for 19.7%, while 9.9% (5.2% disagreed and 4.7% strongly disagreed) expressed disagreement. These findings suggest that homestays

are widely perceived as promoting healthier and more sustainable food sourcing practices, benefiting both local agriculture and guests' dining experiences.

Economic Impact

Table 20: CBT provides fair income distribution in communities

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	14	6.6%	6.6%	6.6%
Disagree	7	7%	7%	13.6%
Neutral	50	23.5%	23.5%	37.1%
Agree	92	43.2%	43.2%	80.3%
Strongly Agree	42	19.7%	19.7%	100%
Total	213	100%	100%	100%

The survey findings reveal that most respondents perceive Community-Based Tourism (CBT) as a mechanism for promoting fair income distribution within communities. Specifically, 43.2% agreed and 19.7% strongly agreed, totaling 62.9% in support of this statement. Meanwhile, 23.5% remained neutral, indicating some uncertainty or lack of awareness regarding the income equity aspect of CBT. A smaller proportion expressed disagreement, with 13.6% (7.0% disagreed and 6.6% strongly disagreed). These results suggest that while a majority recognizes the positive economic impact of CBT on income fairness, a notable portion of respondents either hold reservations or are unsure about its effectiveness in this regard.

Table 21: Homestays help reduce urban migration

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	9	4.2%	4.2%	4.2%
Disagree	11	5.2%	5.2%	9.4%
Neutral	35	16.4%	16.4%	25.8%
Agree	124	58.2%	58.2%	84%
Strongly Agree	34	16%	16%	100%
Total	213	100%	100%	100%

The data shows that a majority of respondents believe homestays play a role in mitigating urban migration. Specifically, 58.2% agreed and 16.0% strongly agreed with the statement, totaling a significant 74.2% who support this idea. Meanwhile, 16.4% remained neutral, indicating some uncertainty or limited insight, and a small proportion 9.4% (5.2% disagreed and 4.2% strongly disagreed) expressed doubt. These results suggest that homestays are generally viewed as a viable strategy to retain rural populations by providing economic and social opportunities within their communities.

Table 22: Women benefit economically from homestay programs

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	10	4.7%	4.7%	4.7%
Disagree	18	8.5%	8.5%	13.2%
Neutral	33	15.5%	15.5%	28.7%
Agree	81	38%	38%	66.7%
Strongly Agree	71	33.3%	33.3%	100%
Total	213	100%	100%	100%

The survey results indicate that a significant majority of respondents believe women benefit economically from homestay programs. Specifically, 38.0% agreed and 33.3% strongly agreed, totaling 71.3% in support of the statement. This suggests that homestay initiatives under Community-Based Tourism (CBT) are widely perceived as valuable sources of income and economic empowerment for women. Meanwhile, 15.5% remained neutral, and a smaller fraction 13.2% (8.5% disagreed and 4.7% strongly disagreed) expressed skepticism. These findings highlight the positive socio-economic impact of CBT programs, particularly in enhancing women's financial opportunities in rural and local communities.

Table 23: CBT keeps more tourism revenue within local communities

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	6	2.8%	2.8%	2.8%
Disagree	11	4.2%	4.2%	7%
Neutral	34	16%	16%	33%
Agree	130	61.3%	61.3%	84.3%
Strongly Agree	31	14.6%	14.6%	100%
Total	213	100%	100%	100%

The survey responses indicate strong support for the idea that Community-Based Tourism (CBT) retains more revenue within local communities. A significant 61.0% of participants agreed and an additional 14.6% strongly agreed, resulting in a combined 75.6% agreement. Meanwhile, 16.0% remained neutral, and only a small portion 8.0% (5.2% disagreed and 2.8% strongly disagreed) expressed disagreement. These results highlight a widespread perception that CBT contributes positively to local economies by reducing economic leakage and empowering local stakeholders.

Table 24: Homestays create jobs without damaging traditional livelihoods

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	5	2.3%	2.3%	2.3%
Disagree	13	6.1%	6.1%	8.4%

Neutral	30	14.1%	14.1%	22.5%
Agree	92	43.2%	43.2%	65.7%
Strongly Agree	74	34.3%	34.3%	100%
Total	213	100%	100%	100%

Out of 213 respondents, a large majority believe that homestays contribute positively to local economies without harming traditional livelihoods. Specifically, 43.2% agreed and 34.3% strongly agreed, totaling 77.5% support for the statement. This indicates that most respondents view homestays as a sustainable form of tourism that supports employment while preserving cultural heritage. Only a small percentage 8.4% (6.1% disagreed and 2.3% strongly disagreed) expressed concerns about negative impacts. Overall, the results reflect strong support for the economic and cultural benefits of homestays in community-based tourism.

Future Engagement

Table 25: Choose Homestay over a hotel for my next trip

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	12	5.6%	5.6%	9.4%
Neutral	31	14.6%	14.6%	24%
Agree	64	30%	30%	54%
Strongly Agree	98	46%	46%	100%
Total	213	100%	100%	100%

A significant portion of respondents expressed a preference for homestays over hotels for their future travel plans. Approximately 46.0% strongly agreed and 30.0% agreed with the statement, making a compelling 76.0% majority who favor homestays. This indicates growing trust and interest in the personalized, community-oriented experience that homestays offer. Meanwhile, 14.6% remained neutral, and only a small fraction 9.4% (5.6% disagreed and 3.8% strongly disagreed) preferred traditional hotel accommodations. These results suggest that community-based tourism is increasingly becoming a favored option among travelers.

Table 26: Universities should organize more CBT study programs

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	9	4.2%	4.2%	4.2%
Disagree	6	2.8%	2.8%	7%
Neutral	29	13.6%	13.6%	20.6%
Agree	68	31.9%	31.9%	52.5%
Strongly Agree	101	47.4%	47.4%	100%
Total	213	100%	100%	100%

Respondents overwhelmingly support the integration of Community-Based Tourism (CBT) into academic programs. Nearly half (47.4%) strongly agreed and 36.6% agreed, totaling an

impressive 84.0% endorsement for increased university involvement in CBT education. This reflects a clear recognition of the value of academic exposure to CBT concepts for students, future professionals, and community leaders. With only 13.6% neutral and minimal opposition 7.0% (4.2% disagreed and 2.8% strongly disagreed) the data reveals widespread backing for institutionalizing CBT in higher education curricula.

Table 27: Government should provide more home stay training

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	11	5.2%	5.2%	5.2%
Disagree	7	3.3%	3.3%	8.5%
Neutral	29	13.6%	13.6%	22.1%
Agree	98	46%	46%	70.1%
Strongly Agree	65	31.9%	31.9%	100%
Total	213	100%	100%	100%

The majority of respondents support the idea that the government should enhance training for homestay programs. Specifically, 46.0% agreed and 31.9% strongly agreed, combining for a robust 77.9% in favor of increased training efforts. Meanwhile, 13.6% remained neutral, potentially reflecting uncertainty or lack of direct knowledge about existing training provisions. Only a small segment 8.5% (5.2% disagreed and 3.3% strongly disagreed) opposed the notion. These results indicate a clear consensus that government-backed training would improve the effectiveness and quality of homestay programs, supporting the growth of community-based tourism.

Table 28: Recommendation of homestays to international visitors

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	9	4.2%	5.2%	5.2%
Disagree	12	5.6%	3.3%	8.5%
Neutral	23	10.8%	13.6%	22.1%
Agree	102	47.9%	46%	70.1%
Strongly Agree	67	31.5%	31.9%	100%
Total	213	100%	100%	100%

The responses reflect strong advocacy for recommending homestays to international tourists. A combined 79.4% of participants expressed positive sentiment, with 47.9% agreeing and 31.5% strongly agreeing. This suggests a high level of confidence in the quality and appeal of homestay experiences. Meanwhile, 10.8% remained neutral, possibly due to limited personal experience with international tourism. Only a small minority 9.8% (5.6% disagreed and 4.2% strongly disagreed) did not support such recommendations. Overall, the data emphasizes that most respondents view homestays as a valuable and recommendable option for global travelers seeking authentic, community-rooted experiences.

Table 29: CBT should be prioritized in Nepal's tourism recovery

Response	Frequency	Percentage	Valid percentage	Cumulative Percentage
Strongly Disagree	8	3.8%	3.8%	3.8%
Disagree	9	4.2%	4.2%	8.0%
Neutral	33	15.5%	15.5%	23.5%
Agree	100	46.9%	46.9%	70.4%
Strongly Agree	63	29.6%	29.6%	100%
Total	213	100%	100%	100%

A significant number of respondents believe that Community-Based Tourism (CBT) should play a central role in Nepal's tourism recovery. About 46.9% agreed and 29.6% strongly agreed, showing that over three-quarters (76.5%) of respondents support the prioritization of CBT. Meanwhile, 15.5% remained neutral, while a small minority 8.0% (4.2% disagreed and 3.8% strongly disagreed) were not in favor. These results underscore the public's confidence in CBT as a sustainable and community-beneficial model for rebuilding Nepal's tourism sector post-crisis.

Conclusion

The study revealed a strong level of knowledge and positive attitudes towards Community-Based Tourism (CBT) and homestays among diverse stakeholders in Nepal. Findings highlighted that homestays play a crucial role in cultural preservation, environmental sustainability, and local economic empowerment. A significant majority of respondents supported prioritizing CBT for Nepal's tourism development and recovery, emphasizing its potential to retain revenue within communities and promote authentic cultural exchange. The results underscore the importance of integrating CBT concepts into academic programs and expanding government-backed training. Strengthening awareness and capacity-building initiatives can further enhance CBT's impact on sustainable tourism and community development.

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